I travel for business 30+ weeks a year. I already don't like it that self-important people can babble (loudly usually, so everyone can hear) on the plane pre-takeoff and after its landed but before parking at the gate. I believe the ban in-flight needs to continue forever. Anyone who can't plan or manage a business any better than needing to be on the phone all the time should not be flying anywhere, they should stay in an office. In case of emergency, the pilots and flight attendants can relay information to the ground. If the emergency is on the ground (family member at home), what good does it do to call someone in a plane? They can't get to the person any sooner. So, PLEASE do not lift the ban!! If you do, I have already planned to apparently get on my cell phone every time someone in the plane does, talk loudly about nothing of any importance so many people can hear, just to be obnoxious as a statement towards other people that THEY are being obnoxious. Take heed, self-important business folks, no one else on the plane cares to know your business. THANKS!!